



IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ONLINE CUSTOMER SATISFACTION SURVEY QUARTER ONE

Essman/Research, an independent marketing research firm in Des Moines, Iowa, was retained by the Iowa Department of Administrative Services (DAS) in January 2006 to develop and implement four quarterly surveys. The purpose of the quarterly survey is to gather immediate feedback from customers regarding their recent experiences with DAS and the services purchased and/or received through each of the four DAS enterprises.

- General Services Enterprises (GSE)
- Information Technology Enterprise (ITE)
- Human Resources Enterprise (HRE)
- State Accounting Enterprise (SAE)

A total of 300 online surveys were returned.

- 284 customers responded to the survey
- 16 Customer Council members responded to the survey

■ Satisfaction with Products and Services

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

Among the four DAS enterprises (GSE, ITE, HRE and SAE), **overall**, the customers rated their satisfaction with the products and/or services received from the Human Resource Enterprise (HRE) slightly higher (7.6 on the 10-point scale) than the other enterprises.

- HRE 7.6
- ITE 7.3
- SAE 7.3
- GSE 7.2

■ Satisfaction with Customer Service

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

Among the four DAS enterprises (GSE, ITE, HRE and SAE), **overall**, the customers rated their satisfaction with the customer service provided by the Human Resource Enterprise (HRE) slightly higher (7.5 on the 10-point scale) than the other enterprises.

- HRE 7.5
- ITE 7.2
- SAE 7.2
- GSE 7.1

DAS Enterprise	Satisfaction/Products and Service	Customer Service	Overall Average Enterprise Rating
HRE	7.6	7.5	7.55
ITE	7.3	7.2	7.25
SAE	7.3	7.2	7.25
GSE	7.2	7.1	7.15
Overall Rating	7.35	7.25	7.3